**Urge your Representative to Support E-Fairness Legislation and Pass it in the House this Year**

*Dear \_\_\_\_\_\_\_\_\_\_\_,*

*The clock is ticking for the U.S. House of Representatives to act on e-fairness legislation this year. Since 1992 a pre-Internet Supreme Court case has guided our sales tax collection system. More than 20 years later, Congress now has the opportunity to modernize our law to reflect the omni-channel retail environment we live and work in today. Urge your representatives in the U.S. House to act on e-fairness this Congress. Last spring the Senate, with overwhelming bipartisan support, passed The Marketplace Fairness Act of 2013 - - since then there has been no action in the House Chamber.*

*Below are some talking points about e-fairness -- if you go to* [*www.efairness.org*](http://www.efairness.org) *there is even more information, plus the ability to send an email or tweet your House member. We make it easy for you! Thank you in advance for your help to level the playing field!*

**Fundamentally, e-fairness embodies states’ rights.**

* It offers the states options for simplification.
* If states do not want to require online retailers to collect sales tax, they can choose to do nothing at all.

**E-fairness legislation would restore free-market principles to the marketplace.**

* The current policy provides as much as a 10% government subsidy for remote sellers.
* The status quo results in the government picking winners and losers in the marketplace.
* Retailers should compete based on price, inventory and customer service, not on tax treatment.

**E-fairness will NOT raise taxes but it will relieve the tax burden on consumers.**

* 45 states already require consumers to pay a tax on remote purchases.
* “It’s not new, it’s due!” Rep. Steve Womack (R-AR)

**E-fairness will help states avoid tax increases on their residents and businesses.**

* Less than 2% of consumers comply with the existing laws, leaving a $23 billion tax gap for state governments.
* The tax gap created by the status quo increases taxes on everyone else in the state, especially those paying income and property taxes.
* E-fairness legislation broadens the tax base, promotes a more stable and efficient revenue stream for state and local governments and positions them to lower taxes for their residents and businesses.

**E-fairness is looking out for small businesses.**

* The current legislative proposal protects small online businesses by providing a $1 million exemption that would carve-out more than 99% of all online retailers.
* E-fairness is giving businesses many tools they need to comply by requiring states to provide a single point of a collection a more unified sales tax base and free software.
* Small local retailers already collect sales taxes from dollar one. E-fairness gives these businesses a fair chance to compete in today’s marketplace.